

November 11, 2014

Non-consolidated Billings of ASATSU-DK Inc. (October 2014)

Billings for October 2014

	Billings (Millions of yen)	Year-on-Year Rate (%)
Total	23,677	106.8%
Magazine	1,245	89.1%
Newspaper	1,708	112.5%
Television	11,396	99.3%
Radio	289	115.3%
Digital Media	1,604	184.5%
OOH Media	396	53.3%
Marketing and Promotion	3,707	136.6%
Creative	2,930	108.6%
Others	398	79.7%

Billings for January to October

	Billings (Millions of yen)	Year-on-Year Rate (%)
Total	249,431	102.9%
Magazine	10,737	92.2%
Newspaper	15,738	92.9%
Television	115,256	103.9%
Radio	2,591	100.1%
Digital Media	12,642	140.8%
OOH Media	6,216	74.7%
Marketing and Promotion	51,963	111.4%
Creative	29,809	97.3%
Others	4,476	78.5%

- * Billings smaller than one million yen have been rounded down, creating a difference between monthly billings and cumulative billings.
- * "Television" includes time, spot and contents business.
- * "Digital Media" includes internet and mobile media. Digital Solution business such as web creation is included in "Marketing and Promotion".
- * "OOH(Out of Home)Media includes transit advertising, out door advertising and newspaper inserts etc.
- * "Marketing and Promotion" includes marketing, communications planning, sales promotion, event, PR, EXPO related business, and digital solution business.
- * Figures above were compiled based on the Company's flash report and are unaudited. It may, therefore, lead to differences between such figures and actual results of account settlements.